



EST.2011

# NOBLE ISLE

THE NEW TRADITION



Noble Isle was the original term used for the word Great Britain in the 15<sup>th</sup> century by Kings and Queens and the name captures the essence of the brand.

Noble Isle is a distinctive and exquisite modern bath & body brand, made in the UK and inspired by the natural and cultural riches of the British Isles.

Creators of Noble Isle have travelled the length and breadth of England, Ireland, Scotland and Wales to source authentic, quintessentially British ingredients that celebrate our rich cultural history.

Noble Isle's sumptuous lotions and washes feature extracts sourced from celebrated local producers, including Rhubarb from Yorkshire, Samphire from Ireland, Barley from Scotland and Beetroot from Wales.



## UNIQUE SELLING FEATURES

- A discovery brand, found in Britain's most exceptional hotels and retailers
- All of our products are made in the UK
- Our extracts are sourced from local, celebrated producers in the British Isles
- All of our fragrances are fine fragrances (perfumes) with top, heart and base notes
- Luxurious and contemporary designs reflecting Britain's historical and cultural past
- Vegan, Cruelty Free, Natural
- Specialists in Gifts



# 11 FRAGRANCE COLLECTIONS

FEATURING LOCALLY SOURCED EXTRACTS FROM THE BRITISH ISLES



# RHUBARB RHUBARB!

## THE YORKSHIRE TRIANGLE

Noble Isle's rhubarb extract is sourced from E Oldroyd & Sons, a sixth-generation rhubarb farm in the Yorkshire Triangle, overseen by the 'high priestess of rhubarb', Janet Oldroyd.



# WHISKY & WATER

## DUFFTOWN DISTILLERIES

Noble Isle sources natural extract of malted barley from time-honoured Balvenie Distilleries in Dufftown, one of only a few distilleries still harvesting and malting it's own barley to create an exclusive range of hand crafted single malt Scotch whiskies characterised by smooth, honeyed complexity.



# FIRESIDE MYNWX VALLEY

Noble Isle sources beetroot from the organic kitchen garden at The Bell at Skenfrith, a 17th-century Welsh coaching inn perched prettily on the banks of the River Monnow.



# SUMMER RISING

## CORNISH HEDGEROWS

Noble Isle sources organic elderflower and gooseberry from the iconic Victorian Productive Gardens at The Lost Gardens of Heligan in Cornwall, which grows over 200 varieties of heritage fruit, vegetables and herbs.



# WILLOW SONG

## LAVENHAM WALK

Noble Isle sources water lily and willow bark from the medieval town of Lavenham from the Lavenham Woodland Project, a planting initiative located by the famous Lavenham Walk, a two-mile promenade through green and pleasant English countryside.



# TEA ROSE

## CHELSEA GREEN LONDON

A splendid and graceful occasion, High Tea in London is a quintessentially British tradition and the inspiration for Tea Rose. Charming and pure, Tea Rose is an aromatic infusion of black tea from Jing Tea, London and delicate Hampshire Roses, from The Real Flower Company, blended with Jasmine and crisp clary sage.



# GOLDEN HARVEST

## CANTERBURY VINES

Noble Isle sources three grape varieties from Canterbury vines at Simpson's Wine Estate. The grapes are carefully harvested from vineyards, which occupy glorious positions on the sunny, sheltered slopes of the North Downs of Kent, protected from the whimsy of the English climate by ancient woodland and anchored in chalky soils.



# WILD SAMPHIRE

## STRANGFORD LOUGH

Noble Isle sources Sea Oak and Samphire from the Peninsula Kelp Company, who lease a section of seabed from the crown estate, located on the eastern shores of Strangford Lough, Northern Ireland. Strangford Lough is an Area of Outstanding Natural Beauty, designated as Northern Ireland's first Marine Conservation Zone and is one of the most richly bio-diverse regions in Europe.



# Scots Pine

## MORAY FOREST

Noble Isle's extracts of Scot's Pine and Heather are both sourced in the responsibly managed pinewood forest of Pluscarden, in the northern Scottish province of Moray. Overlooking the 13<sup>th</sup>-century abbey of the same name, the forest is owned by Gordon Woodlands, whose founder Col. Euan Gordon was born and raised in this secluded corner of the highlands. His vision of sustainable forestry and conservation in Scotland's north-east still guides the family forestry business today, protecting local flora and fauna, while supporting an important rural industry.



# PERRY PEAR

## GLOUCESTERSHIRE ORCHARDS

Noble Isle has sourced extract of perry pear from a 200-year-old Yellow Huffcap perry pear tree in the orchards of Day's cottage - members of the Gloucestershire Orchard Group, an organisation dedicated to conserving, promoting and celebrating the area's traditional orchards.



# LIGHTNING OAK

## FOREST OF DEAN

Noble Isle sources extract of Oak from one of the most famous forests in England, The Forest of Dean, located in Gloucestershire. The oak for our fragrance is sourced from branches that fall to the ground naturally.





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RHUBARB RHUBARB!  
THE YORKSHIRE TRIANGLE  
HAND WASH

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RHUBARB RHUBARB!  
THE YORKSHIRE TRIANGLE  
HAND LOTION

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THE YORKSHIRE TRIANGLE  
HAND WASH

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EST. 2011  
THE NEW TRADITION  
RHUBARB RHUBARB!  
THE YORKSHIRE TRIANGLE  
SHOWER GEL

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# HOTELS

Each product from our fragrant bath & body collection is available in luxury hotel amenity sizes.

Ranging from 30ml, 50ml, 75ml and 250ml including 30gr and 50gr Soap Bars and a full range of accessories.



# ACCESSORIES

Our amenities offering includes – Sleep Kit, Shower Cap, Vanity Kit, Hard Soaps, Presentation Card, Dental Kit, Shaving Kit, Shoe Mitt and Comb.



# SINGLE & DOUBLE CHROME WALL BRACKETS



# HOME FRAGRANCE

## DIFFUSERS & CANDLES





NOBLE ISLE

THE NEW TRADITION  
FIRESIDE  
WINDY VALE  
FINE FRAGRANCE CANDLE



NOBLE ISLE

THE NEW TRADITION  
RHUBARB RHUBARB!  
THE YORKSHIRE TRIANGLE  
FINE FRAGRANCE CANDLE



NOBLE ISLE

THE NEW TRADITION  
WILLOW SONG  
LAVENHAM WALK  
FINE FRAGRANCE CANDLE



NOBLE ISLE

THE NEW TRADITION  
LIGHTNING OAK  
HERFORD HEATH  
FINE FRAGRANCE CANDLE



# GIFTING

## BESPOKE GIFT SETS FOR ALL OCCASIONS

Strikingly presented selections from our bath and body collection with a sash of coloured ribbon create impressive, indulgent gifts. Our gift sets range from elegant matching Hand Washes & Hand Lotions and Bath & Shower Gels & Body Lotions for the perfect present, to miniature selections of our famous fragrances in our Trios.



# ETHICALLY CONSCIOUS



## GOING GREEN

Noble Isle have recognised the importance of changing to a cleaner, greener formulation both for our customers and the planet. From September 2019 we will be improving all formulations and moving to a greener base, making our products even more environmentally friendly.

Noble Isle are also in the process of being certified by the Leaping Bunny and the Vegan Association, so we can clearly communicate to our customers that we have never tested products on animals, we never will and are vegan friendly.



## OUR CHARITIES

### **Lavenham Woodland Trust**

Our Willow Song collection uses Willow Bark sourced from the Lavenham Woodland Trust, in Suffolk. The Woodland Trust, the UK's largest woodland conservation charity, with 500,000 members and supporters and more than 1,000 woods. They pledge to restore Britain's ancient woodlands; they plant trees and protect and care for the existing woodlands and trees around the UK.

### **Gloucestershire Orchard Group**

Our Perry Pear collection sources the Perry Pear extract from Day's Cottage, a family run farm in Gloucestershire. Day's Cottage is part of The Gloucestershire Orchard Group, which aims are to conserve, promote and celebrate traditional orchards and ancient breeds of pears and apples in the UK.



## Forest of Dean

Our Lightning Oak collection sources Oak from the Forest of Dean in Gloucestershire. The Forest of Dean is run by the Forestry Commission and now boasts of 11,000 hectares of mixed woodland and is now the second largest crown forest in England. The sustainable forestry that the commission undertake in the Forest of Dean, limits the spread of diseases and helps limit the level of deforestation in places of conservation such as the Amazon rainforest. The Forestry Commission increases the value of woodlands to society and the environment.



## Clean Conscience

As part of Noble Isle's ongoing pledge to establish itself as a cleaner, greener force for environmental change, we have partnered with charity, Clean Conscience.

The issue of single-use plastic and its acceleration of climate change is a significant one for the hospitality industry. Millions of travel-sized toiletries are wasted each year and with the current environmental landscape, the need for brands to address fully sustainable ways of working is more pressing than ever. Noble Isle has partnered with Clean Conscience for this very reason, to offer alternative ways to repurpose toiletries which would otherwise end up in a landfill. We believe it is our responsibility as suppliers to help source a solution that is easily accessible for our customers.

Founded in 2015 by Gwen Powell, Clean Conscience was born from the growing awareness of the detrimental impact single-use plastic has on the environment, particularly in the hospitality industry. Instead of sending the contents to landfill, Clean Conscience offers an alternative, by repurposing, reusing and redistributing the contents and bottles themselves in ways that benefit the wider community tenfold.

The liquid contents are turned into CareKits, sent to those most in need of toiletries, such as women's shelters and refugee camps. The hard soaps are sent abroad to allow people overseas to generate an income. The plastic lids, bottles, tubes and caps are then incinerated, and the energy is returned back to the grid. With over 14 tonnes of the same polymer required to recycle efficiently, incinerating the contents offers a financial and economically sustainable alternative to recycling or going to landfill. Clean Conscience also creates volunteering opportunities for individuals with a variety of special education needs and disabilities.

We provide monetary and product donations to Clean Conscience on an annual basis. We also promote the charity to all new and existing hotel partners as well as promoting the partnership in press releases and marketing materials.

# RETAIL PARTNERS

FORTNUM & MASON  
PICCADILLY PLACE LONDON

Harrods

LIBERTY  
LONDON



# HOTEL PARTNERS



# CORPORATE PARTNERSHIPS



*Annabel's*



## INTERNATIONALLY AVAILABLE

Noble Isle works with distributors to deliver our exquisite bath & body collection internationally

Belgium

Norway

The Netherlands

Germany

Sweden

Ukraine

Hong Kong

Taiwan

United Kingdom

Italy

Macau

USA





# BRITAIN IN A BOTTLE

